



Southern Border Region Profile

SNAPSHOT

2001-2005

The Southern Border Region includes two counties — Imperial and San Diego. This region accounted for about 9% of California's jobs (2005) and almost 9% of its population (2005). In 2005, the region's unemployment rate was 4.8%, which was the lowest unemployment rate of the nine regions, well under the state average of 5.4%. The region's average annual wage for private industry was \$42,485 in 2005; the per capita income was \$39,628.

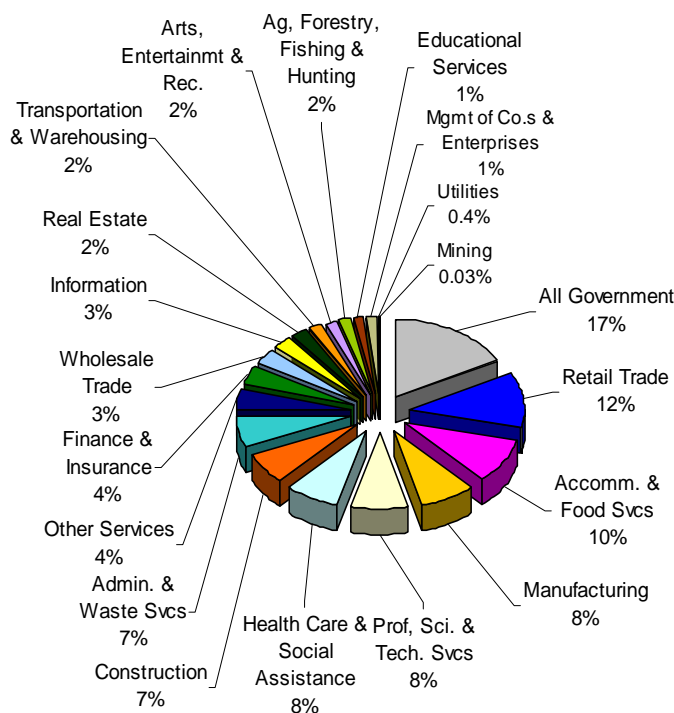
Industry Employment

Overall, from 2001 to 2005, the Southern California Region experienced net job growth of 5.7%; private industry jobs grew by 6.8% and Government jobs grew by 0.9%. At the same time, the region's traditional economic base¹ reported job growth of 1%.

The Southern Border Region ranked third in employment growth among the nine regions for this period, and third in population growth (up 2.8%).

Of all private firms, almost 98% have fewer than 100 employees and almost 96% have fewer than 50 employees. Firms with fewer than 100 employees provide 51% of the jobs for the region.

Industry Composition 2005



**Net Job Growth
2001-2005**
5.7%

**Unemployment Rate
2005**
4.8%

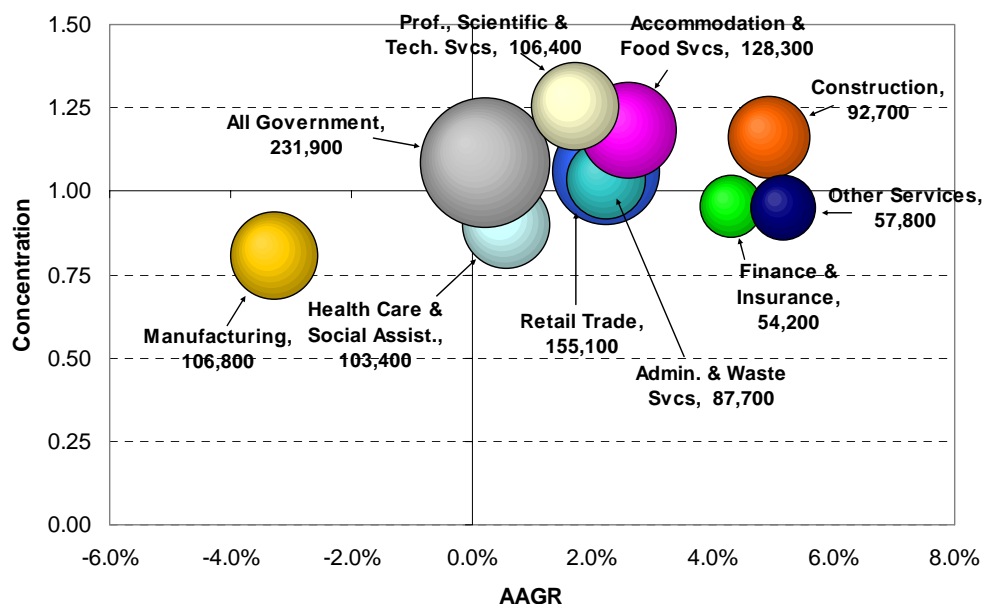
**Population Growth
2001-2005**
2.8%

Per Capita Income
2001 2005
\$33,159 \$39,628

Size of Firms 2005
< 100 < 50
97.9% 95.5%

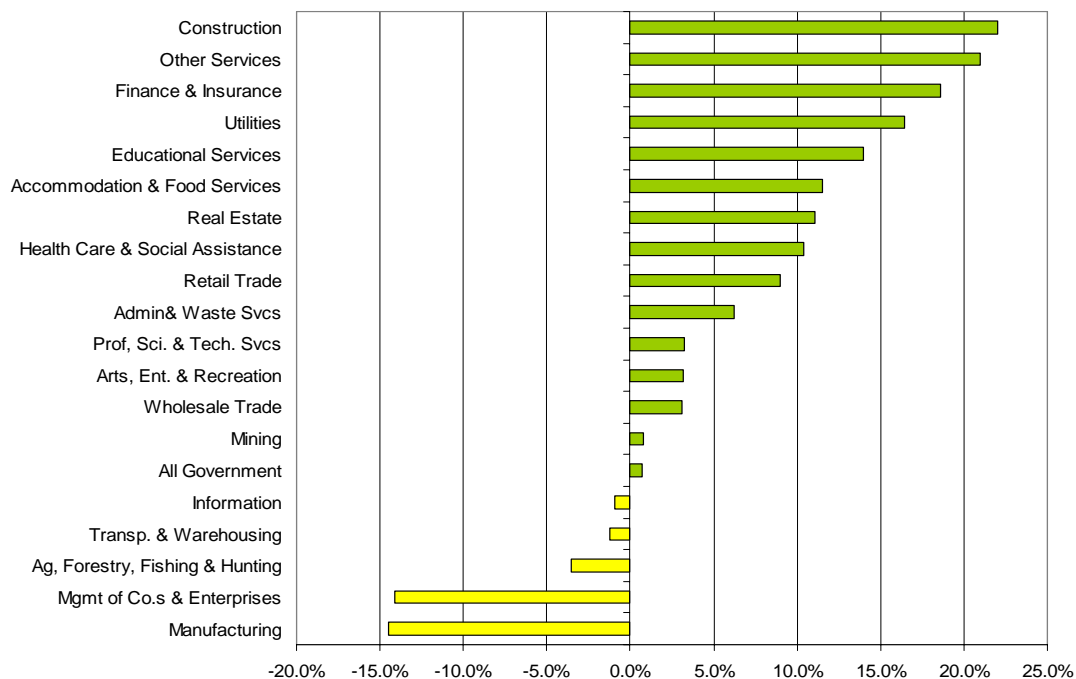


Top Ten Largest Industries — Employment Change 2001-2005



¹ Primarily export-oriented industries. See full regional profile at www.labor.ca.gov/panel for details.

Job Growth by Industry Sector 2001-2005



Fastest Growing Sub-sectors 2001-2005

- Internet Publishing & Broadcasting (NAICS 516), with a 28.7% average annual growth rate (AAGR);
- Funds, Trusts & Other Financial Vehicles (NAICS 525), with a 16.7% AAGR;
- Wholesale Electronic Markets & Agents & Brokers (NAICS 425), with an 16.3% AAGR;
- Private Households (NAICS 814), with a 13.9% AAGR;
- Amusement, Gambling & Recreation Industries (NAICS 713), with a 7.9% AAGR;
- Construction of Buildings (NAICS 236), with a 7.4% AAGR;
- Broadcasting (except Internet) (NAICS 515), with a 7.3% AAGR.
- Educational Services (NAICS 611), with a 6.6% AAGR;
- Credit Intermediation & Related Activities (NAICS 522), with a 6.5% AAGR; and,
- General Merchandise Stores (NAICS 452), with a 5.7% AAGR.

Competitive Advantage — Sub-sectors with Highest Concentration of Jobs* in 2005

- Scenic & Sightseeing Transportation (NAICS 487) with a concentration of 3.1;
- Museums, Historical Sites & Similar Institutions (NAICS 712) with a concentration of 2.6;
- Accommodation (NAICS 721), with a concentration of 1.6;
- Telecommunications (NAICS 517) with a concentration of 1.6;
- Internet Publishing & Broadcasting (NAICS 516) with a concentration of 1.6;
- Miscellaneous Manufacturing (NAICS 339) with a concentration of 1.4;
- Heavy & Civil Engineering Construction (NAICS 237) with a concentration of 1.3;
- Real Estate (NAICS 531) with a concentration of 1.3;
- Professional, Scientific, & Technical Services (NAICS 541) with a concentration of 1.3; and,
- Personal & Laundry Services (NAICS 812) with a concentration of 1.3.

* Compared to statewide concentration



Presented by the California Economic Strategy Panel
For more information and the complete economic profiles,
go to www.labor.ca.gov/panel.

